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Social Media: Are You Connected?



People

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If you are not connected, you should be. Employers expect it. When companies receive resumes from candidates who have great experience but are not connected, they are shifted to the bottom of the list. Some firms view engagement in the digital world as imperative and will not consider applicants who are not connected.

Today's market demands that applicants are connected. Employers and recruiters utilize social media to look for candidates. Perhaps you have heard the adage, "It's not what you know, but who you know." Of course, what you know is important. Being qualified is what gets you in the door. However, it is necessary to move beyond the basics of resume submissions.



Jaynie Ellison

Who you know is an integral part of your job search. In the current economic climate, networking is essential. Social media is arguably the most efficient way to reach a large number of people. It is a cost-effective method for marketing yourself to potential employers. In fact, social media outlets are often free.

LinkedIn is the social network for you if you are looking for a job. You can connect with people several ways. A Company Search is ideal for following companies and participating in conversations. The opportunities listed in the Job Postings section are high-quality, professional jobs. A Blog Link gives you the ability to link your blog post to your profile. Each time you post a new blog, it updates your profile. Recruiters and potential employers will be able to see what you are writing about so be sure to keep it positive and professional. Twitter Link pulls in your Twitter conversations and allows you to post status updates to Twitter from LinkedIn.

Professional recommendations from employers, colleagues and clients are essential. They help build up your name. Update your status regularly. It keeps connections informed. Also, make your professional headline exciting and enticing.

On Twitter, you can follow companies of interest. Many companies and recruiters tweet job opportunities. Search for potential employers and recruiters within your industry by using keywords and filters to narrow results. Then make contact so you are noticed.

Keeping a blog in your area of expertise is a great way to establish credibility. It can help you get noticed by a new audience. Blogging will help you build a community of connections and potentially result in employment. Be smart about how you blog. Include links to your resume and portfolio. Make it easy for those you are trying to impress to see why they should be interested in you.

Follow the blogs of companies you are interested in working for and comment on them. It will get you on their radar, and you will be aware of where those companies stand on specific subjects. Being armed with this knowledge could help you in the interview process.

While social media is a great tool, it should be used within certain parameters. Be careful what you say. Hiring managers conduct background checks using social networks. Don't be negative or vent frustrations online. Potential employers want to know what type of person you are, and you want employers to view you positively. The type of person you are can be just as critical as your credentials in their decision to hire you.

Ideally, traditional and social media can be integrated. Face-to-face networking is still invaluable, and

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other job search methods should not be discounted. However, the days of blindly submitting resumes have passed. Addressing a resume "To Whom It May Concern" is a practice that will result in your resume being put at the bottom of the pile or tossed out. It is counterproductive to be vague in such a competitive market.

Set yourself apart. Being connected is a vital component of your job search. Be a content producer so you attract recruiters and employers. It is how you can achieve the best results and stand out.

Stay connected. Say thank you to those who help you, and pay it forward. Take advantage of available resources. Twitter, Linked In, and blogging are probably the most popular networks for job searches, but you don't have to limit yourself. Be creative and innovative!

Jaynie Ellison is the Director of Recruitment Services at ExhibitRecruiter, Inc. Established in 1998, ExhibitRecruiter has been the premier recruitment agency specializing in the exhibit and event industry for over a decade. ExhibitRecruiter has partnered with companies of all sizes throughout the United States and Canada that specialize in exhibits, museums, environments and events. ExhibitRecruiter focuses exclusively in the experiential marketing sector. For more information, go to www.ExhibitRecruiter.com.

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